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Valassis Communications
1996-1997 C & D County FSI Market List

Seq.#	Market	Newspaper	Circ.(000)
	NEW ENGLAND		
1	Norwich, CT	Bulletin	38
2	Willimantic, CT	Chronicle	10
3	Greenfield, MA	Recorder	15
4	Augusta, ME	Kennebec Journal	14
5	Brunswick, ME	Times Record	14
6	Waterville, ME	Sentinel	19
7	Claremont, NH	Eagle-Times	10
8	Concord, NH	Monitor	22
9	Dover, NH	Foster's Democrat	30
10	Keene, NH	Sentinel	15
11	Lebanon, NH	Valley News	17
12	Nashua, NH	Telegraph	34
13	Portsmouth, NH	Herald	16
14	Brattleboro, VT	Reformer	11
15	Newport, VT	Express	5
		NEW ENGLAND TOTAL	270
	MIDDLE ATLANTIC		
16	Calvert County, MD	Recorder	9
17	Cambridge, MD	Banner	8
18	Easton, MD	Star-Democrat	16
19	Westminster, MD	Carroll Co. Times	24
20	Amsterdam, NY	Recorder	11
21	Auburn, NY	Citizen	17
22	Canandaigua, NY	Messenger	14
23	Cobleskill, NY	Times Journal*	6
24	Corning, NY	Leader	15
25	Dunkirk, NY	Observer	14
26	Glens Falls, NY	Post-Star	36
27	Gloversville-Johnstown, NY	Leader-Herald	12
28	Hornell, NY	Tribune	10
29	Hudson, NY	Register-Star	8
30	Massena-Potsdam, NY	Courier-Observer	9
31	Olean, NY	Times Herald	20
32	Oneonta, NY	Star*	19
33	Plattsburgh, NY	Press-Republican	24
34	Salamanca, NY	Press	3
35	Saranac Lake, NY	Adirondack Enterprise	5
36	Sidney, NY	Tri-Town News	5
37	Tonawanda, NY	News	13
38	Wellsville, NY	Hornell Spectator	13
39	Bedford, PA	Gazette	10
40	Bloomsburg, PA	Press-Enterprise	24
41	Bradford, PA	Era	11
42	Du Bois, PA	Tri-County Sunday*	14
43	Hanover, PA	Sun	21
44	Hawley, PA	News Eagle	7
45	Indiana, PA	Gazette	9
46	Kane, PA	Republican	2
47	Lebanon, PA	News	21
48	Lewistown, PA	Sentinel	13
49	Milton/Lewisburg, PA	Standard/Journal	5
50	Pottsville, PA	Republican	34
51	Ridgway, PA	Record	3
52	Waynesboro, PA	Record Herald	11
		MIDDLE ATLANTIC TOTAL	496
	EAST CENTRAL		
53	Batesville, IN	Herald-Tribune	5
54	Demotte, IN	Kankakee Valley Post News	3
55	Goshen, IN	News	17
56	Greensburg, IN	News	7
57	Kendallville, IN	News-Sun	8
58	Logansport, IN	Pharos-Tribune	14
59	North Vernon, IN	Plain Dealer	7
60	Plymouth, IN	Pilot-News	8
61	Rensselaer, IN	Republican	3
62	Richmond, IN	Palladium-Item	24
63	Rushville, IN	Republican	4
64	Seymour, IN	Tribune*	9
65	Tell City, IN	News	8
66	Wabash, IN	Plain Dealer	7
67	Winchester, IN	News-Gazette	4
68	Barbourville, KY	Advocate	7
69	Bardstown, KY	Kentucky Standard	8
70	Benton, KY	Tribune Courier	7
71	Bowling Green, KY	News*	26
72	Campbellsville, KY	Central KY News-Journal	7
73	Carrollton, KY	News-Democrat	3
74	Corbin, KY	Times-Tribune	8
75	Cynthiana, KY	Democrat	5
76	Danville, KY	Kentucky Advocate*	13
77	Frankfort, KY	State Journal	13
78	Georgetown, KY	News-Graphic	5
79	Grant County, KY	News	4
80	Harlan, KY	Enterprise	7
81	Hazard, KY	Herald-Voice	5
82	Lebanon, KY	Enterprise	6
83	Leitchfield, KY	News-Gazette	6
84	London, KY	Sentinel Echo	6
85	Madisonville, KY	Messenger*	11
86	Mayfield, KY	Messenger	8
87	Maysville, KY	Ledger Independent	10
88	Middlesboro, KY	News	7
89	Morehead, KY	News	6

Seq.#	Market	Newspaper	Circ.(000)
	EAST CENTRAL *(continued)*		
90	Paducah, KY	Sun*	32
91	Paducah, KY	West Kentucky News*	14
92	Paintsville, KY	Herald	6
93	Pikeville, KY	Appalachian News-Express	11
94	Princeton, KY	Times Leader	5
95	Richmond, KY	Register	9
96	Russellville, KY	News-Democrat & Leader	7
97	Shelbyville, KY	Sentinel-News	8
98	Somerset, KY	Commonwealth-Journal	9
99	Stanford, KY	Interior Journal	4
100	Taylorsville, KY	Spencer Magnet	2
101	Whitesburg, KY	Mountain Eagle	7
102	Adrian, MI	Telegram	17
103	Alpena, MI	News	12
104	Bad Axe, MI	Huron Tribune	8
105	Cadillac, MI	News	11
106	Cheboygan, MI	Tribune	5
107	Coldwater, MI	Reporter	7
108	Escanaba, MI	Press	12
109	Houghton, MI	Mining Gazette	12
110	Iron Mountain, MI	News	11
111	Ironwood, MI	Globe	7
112	Marquette, MI	Mining Journal	21
113	Sault Ste. Marie, MI	Sault Sunday	8
114	Sturgis, MI	Journal	8
115	Ashland, OH	Times-Gazette	12
116	Ashtabula, OH	Star-Beacon	23
117	Athens, OH	Messenger	16
118	Bryan, OH	Times	11
119	Cambridge, OH	Jeffersonian	13
120	Coshocton, OH	Tribune	8
121	Defiance, OH	Crescent News	17
122	Fremont, OH	News-Messenger	14
123	Greenfield, OH	Times	5
124	Greenville, OH	Advocate	9
125	Lisbon, OH	Journal	12
126	Marietta, OH	Times	13
127	Marion, OH	Star	18
128	Martins Ferry-Belmont Co., OH	Times-Leader	23
129	Newark, OH	Advocate	23
130	Port Clinton, OH	News Herald	6
131	Portsmouth, OH	Times	16
132	Salem, OH	News	9
133	Sandusky, OH	Register	28
134	Sidney, OH	News	13
135	Tiffin, OH	Advertiser-Tribune	12
136	Urbana, OH	Citizen	7
137	Van Wert, OH	Times Bulletin	17
138	West Union, OH	Peoples' Defender	9
139	Wilmington, OH	News-Journal	7
140	Wooster, OH	Record	24
141	Zanesville, OH	Times Recorder	22
142	Butler, PA	Eagle	32
143	Kittanning, PA	Leader-Times	11
144	Meadville, PA	Tribune	16
145	New Castle, PA	News	20
146	Oil City, PA	Derrick	19
147	Bluefield, WV	Telegraph	25
148	Clarksburg, WV	Exponent-Telegram	22
149	Elkins, WV	Inter-Mountain	11
150	Logan, WV	Banner	10
151	Martinsburg, WV	Journal	19
152	Morgantown, WV	Dominion Post	27
153	Oak Hill, WV	Fayette Tribune	6
154	Weirton, WV	Times	8
		EAST CENTRAL TOTAL	1172
	WEST CENTRAL 1		
155	Burlington, IA	Hawk Eye	19
156	Muscatine, IA	Journal	9
157	Ottumwa, IA	Courier	19
158	Albion, IL	Journal/Register	3
159	Anna, IL	Gazette-Democrat	5
160	Carmi, IL	Times	3
161	Centralia, IL	Sentinel	16
162	Charleston/Mattoon, IL	Times-Courier/Journal-Gazette*	19
163	De Kalb, IL	Chronicle	12
164	Dixon, IL	Telegraph	10
165	Effingham, IL	News	13
166	Flora, IL	Clay County Advocate-Press	4
167	Freeport, IL	Journal-Standard	16
168	Harrisburg/El Dorado,IL	Daily Register/Journal	7
169	Jacksonville, IL	Journal Courier	14
170	Jerseyville, IL	County News	12
171	Kankakee, IL	Journal	33
172	Kewanee, IL	Star-Courier	6
173	Macomb, IL	Journal	11
174	Mount Vernon, IL	Register News	11
175	Murphysboro, IL	American*	14
176	Norris City, IL	Banner	2
177	Olney, IL	Mail	5
178	Ottawa, IL	Times	13
179	Quincy, IL	Herald-Whig	39

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Seq.#	Market	Newspaper	Circ.(000)
	WEST CENTRAL 1 *(continued)*		
180	Rochelle, IL	News-Leader	6
181	Sterling, IL	Gazette/Sauk Valley Sunday	13
182	Vandalia, IL	Leader-Union	6
183	Albert Lea, MN	Tribune	8
184	Austin, MN	Herald	8
185	Bemidji, MN	Pioneer	9
186	Brainerd, MN	Dispatch	17
187	Fairmont, MN	Sentinel	9
188	Fergus Falls, MN	Journal	9
189	Mankato, MN	Free Press	26
190	Marshall, MN	Independent	9
191	New Ulm, MN	Journal	10
192	Waseca, MN	County News	4
193	Winona, MN	News	13
194	Ashland, WI	Press	9
195	Baraboo, WI	News-Republic	5
196	Elroy, WI	Tribune Keystone	2
197	Fond Du Lac, WI	Reporter	21
198	Janesville, WI	Gazette	30
199	Manitowoc, WI	Herald Times Reporter	18
200	Marinette, WI	Eagle-Herald	12
201	Monroe, WI	Times	7
202	Portage, WI	Register	5
203	Rhinelander, WI	News	7
204	Shawano, WI	Leader	7
205	Stevens Point, WI	Journal	14
206	Wisconsin Rapids, WI	Tribune	14
		WEST CENTRAL 1 TOTAL	**603**
	WEST CENTRAL 2		
207	Alamosa, CO	Valley Courier	5
208	Canon City, CO	Record	9
209	Frisco, CO	Summit County Journal	5
210	Glenwood Springs, CO	Glenwood Post	5
211	**Greeley, CO**	**Tribune***	**24**
212	Sterling, CO	Journal-Advocate	5
213	Baxter Springs, KS	Citizen	2
214	Coffeyville, KS	Journal	6
215	Concordia, KS	Blade-Empire	3
216	Ft. Scott, KS	Tribune	4
217	Garden City, KS	Telegram	11
218	Great Bend, KS	Tribune	9
219	Junction City, KS	Union	7
220	Leavenworth, KS	Times	16
221	Liberal, KS	Southwest Times	7
222	McPherson, KS	Sentinel	6
223	**Pittsburg, KS**	**Sun***	**11**
224	Pratt, KS	Tribune	3
225	Salina, KS	Journal	32
226	Winfield, KS	Courier	6
227	Bolivar, MO	Herald-Free Press	7
228	Boonville, MO	News	3
229	**Branson, MO**	**Tri-Lakes News***	**10**
230	**Camdenton, MO**	**Lake Sun Leader***	**7**
231	**Cape Girardeau, MO**	**Southeast Missourian***	**19**
232	Carthage, MO	Press	5
233	Caruthersville, MO	Democrat Argus	2
234	Chillicothe, MO	Constitution-Tribune	6
235	Columbia, MO	Tribune	23
236	Fredericktown, MO	Democrat-News	3
237	Hannibal, MO	Courier-Post	10
238	Kennett, MO	Dunklin Democrat	5
239	**Kirksville, MO**	**Express***	**8**
240	Lamar, MO	Democrat	4
241	Macon, MO	Chronicle-Herald	4
242	Malden, MO	Press-Merit/Delta News Journal	3
243	Marshfield, MO	Mail	6
244	Mexico, MO	Ledger	9
245	Moberly, MO	Monitor-Index & Democrat	8
246	**Mountain Grove, MO**	**News-Journal***	**4**
247	Mountain View, MO	Standard News	2
248	**Neosho, MO**	**News***	**5**
249	**Park Hills, MO**	**Journal***	**9**
250	**Rolla, MO**	**News***	**6**
251	**Sedalia, MO**	**Democrat***	**14**
252	Sikeston, MO	Standard-Democrat	10
253	**Warrensburg, MO**	**Star-Journal***	**5**
254	Waynesville, MO	Guide	3
[illegible]	Bozeman, MT	Chronicle	15
[illegible]	Kalispell, MT	Inter Lake	17
[illegible]	Dickinson, ND	Press	8
[illegible]	Jamestown, ND	Sun	7
[illegible]	Williston, ND	Herald	6
[illegible]	Columbus, NE	Telegram	12
261	**Fremont, NE**	**Tribune***	**10**
262	**Kearney, NE**	**Hub***	**13**
263	**Norfolk, NE**	**News***	**20**
264	North Platte, NE	Telegraph	14
265	Brookings, SD	Register	6
266	Watertown, SD	Public Opinion	15
267	Yankton, SD	Press & Dakotan	9
268	Cheyenne, WY	WY Tribune-Eagle	18
269	Riverton, WY	Ranger	7
		WEST CENTRAL 2 TOTAL	**553**

Seq.#	Market	Newspaper	Circ.(000)
	SOUTHEAST 1		
270	Ahoskie, NC	News Herald	6
271	Dunn, NC	Record	11
272	Eden, NC	News	8
273	Elizabethtown, NC	Bladen Journal	4
274	Henderson, NC	Dispatch	10
275	Hendersonville, NC	Times-News	20
276	Jacksonville, NC	News	25
277	Kinston, NC	Free Press	14
278	Laurinburg, NC	Exchange	9
279	Lenoir, NC	News-Topic	12
280	Lumberton, NC	Robesonian	16
281	Marion, NC	McDowell News	7
282	Mount Airy, NC	News	10
283	New Bern, NC	Sun-Journal	18
284	Richmond County, NC	Journal	9
285	Roanoke Rapids, NC	Herald	13
286	Rocky Mount, NC	Telegram	17
287	Rutherfordton County, NC	News	10
288	Sanford, NC	Herald	14
289	Shelby, NC	Star	16
290	Smithfield, NC	Herald	14
291	Statesville, NC	Record & Landmark	16
292	Washington, NC	News	10
293	Waynesville, NC	Enterprise Mountaineer	11
294	Whiteville, NC	News Reporter	11
295	Wilson, NC	Times	17
296	**Aiken, SC**	**Standard***	**15**
297	Beaufort, SC	Gazette	11
298	Cheraw, SC	Chronicle	6
299	Chester, SC	News & Reporter	7
300	Greenwood, SC	Index-Journal	17
301	Lake City, SC	News & Post	3
302	Lancaster, SC	News	12
303	Laurens, SC	County Advertiser	7
304	Manning, SC	Times	5
305	Marion, SC	Star And Enterprise	7
306	Orangeburg, SC	Times & Democrat	17
307	Sumter, SC	Item	20
308	Union, SC	Times	7
309	Bedford, VA	Bulletin	9
310	Fredericksburg, VA	Free Lance-Star	50
311	Galax, VA	Gazette	9
312	Hopewell, VA	News	7
313	Lexington, VA	News Gazette	9
314	**Petersburg, VA**	**Progress-Index***	**19**
315	Smyth County, VA	News	7
316	Wytheville, VA	Bland Messenger	2
317	Wytheville, VA	S.W. VA Enterprise	8
		SOUTHEAST 1 TOTAL	**582**
	SOUTHEAST 2		
318	Alexander City, AL	Outlook	6
319	Andalusia, AL	Star-News	4
320	Cullman, AL	Times	11
321	Demopolis, AL	Times	3
322	Enterprise, AL	Ledger	10
323	Hamilton, AL	Journal Record	9
324	Hartselle, AL	Enquirer	7
325	**Jasper, AL**	**Mountain Eagle***	**14**
326	Opelika, AL	News	14
327	Russellville, AL	Franklin County Times	5
328	Selma, AL	Times-Journal	9
329	Sumter County, AL	Record	5
330	Troy, AL	Messenger	4
331	**Chiefland, FL**	**Citizen***	**3**
332	Crystal River, FL	Citrus County Chronicle	26
333	**Lake City, FL**	**Reporter***	**9**
334	Marianna, FL	Jackson Co. Floridian	7
335	Okeechobee, FL	News	3
336	Palatka, FL	News	12
337	Sebring, FL	Avon Park News-Sun	15
338	Sumpter County, FL	Times	5
339	Wauchula, FL	Herald-Advocate	6
340	Brunswick, GA	News	16
341	Carrollton, GA	Times-Georgian	11
342	**Cartersville, GA**	**Tribune-News***	**10**
343	Cordele, GA	Dispatch	6
344	**Dalton, GA**	**Citizen-News***	**13**
345	Douglas, GA	Enterprise	8
346	Douglasville, GA	Douglas County Sentinel	11
347	Dublin, GA	Courier-Herald	12
348	Griffin, GA	News	11
349	Jeff Davis County, GA	Ledger	4
350	Moultrie, GA	Observer	8
351	**Rome, GA**	**News-Tribune***	**21**
352	Statesboro, GA	Herald	8
353	Thomasville, GA	Times-Enterprise	10
354	Tifton, GA	Gazette	10
355	Valdosta, GA	Times	20
356	Waycross, GA	Journal-Herald	12
357	Bay St. Louis, MS	Sea Coast Echo	7
358	**Brookhaven, MS**	**Leader***	**7**
359	Cleveland, MS	Bolivar Commercial	7
360	Columbus, MS	Commercial Dispatch	15

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Seq.#	Market	Newspaper	Circ.(000)
	SOUTHEAST 2 *(continued)*		
361	**Corinth, MS**	**Corinthian***	8
362	Laurel, MS	Leader Call	9
363	McComb, MS	Enterprise-Journal	13
364	**New Albany, MS**	**Gazette***	5
365	Newton, MS	Record	2
366	Pontotoc, MS	Progress	7
367	**Scott County, MS**	**Times***	6
368	Starkville, MS	News	6
369	**Tupelo, MS**	**Northeast Mississippi Journal***	38
370	Vicksburg, MS	Post	15
371	West Point, MS	Times Leader	4
372	Athens, TN	Post-Athenian	11
373	**Cleveland, TN**	**Banner***	18
374	Columbia, TN	Herald	13
375	**Cookeville, TN**	**Herald-Citizen***	13
376	Dayton, TN	Herald News	5
377	**Dyersburg, TN**	**State Gazette***	8
378	Greeneville, TN	Sun	15
379	Harriman, TN	Record	1
380	Humboldt, TN	Courier Chronicle	4
381	Kingston, TN	News	9
382	Lawrenceburg, TN	Democrat Union	7
383	Morristown, TN	Citizen Tribune	24
384	**Murfreesboro, TN**	**News-Journal***	19
385	**Newport, TN**	**Plain Talk***	8
386	Paris, TN	Post-Intelligencer	8
387	Shelbyville, TN	Times-Gazette	9
388	Sparta, TN	Expositor	6
389	Tazewell, TN	Claiborne Progress	7
390	**Tullahoma, TN**	**News***	7
391	**Winchester, TN**	**Herald-Chronicle***	9
		SOUTHEAST 2 TOTAL	728
	SOUTHWEST		
392	**Bentonville, AR**	**Benton Co. Record***	10
393	**Berryville, AR**	**Star Progress***	3
394	Blytheville, AR	Courier-News	6
395	**Conway, AR**	**Log Cabin Democrat***	11
396	Corning, AR	Clay County Courier	3
397	El Dorado, AR	News-Times	11
398	**Eureka Springs, AR**	**Times-Echo***	4
399	**Fayetteville, AR**	**N.W. Arkansas Times***	15
400	**Forrest City, AR**	**Times-Herald***	5
401	**Harrison, AR**	**Times***	11
402	Heber Springs, AR	Sun-Times	5
403	**Helena, AR**	**World***	5
404	Hope, AR	Star	5
405	**Jonesboro, AR**	**Sun***	30
406	**Morrilton, AR**	**Petit Jean Headlight***	9
407	Mountain Home, AR	Baxter Bulletin	10
408	Mountain Home, AR	Mountain Echo	3
409	Paragould, AR	Press	6
410	Russellville, AR	Courier	14
411	**Searcy, AR**	**Citizen***	8
412	Waldron, AR	News	3
413	**West Memphis, AR**	**Times***	8
414	Abbeville, LA	Meridional	6
415	Crowley, LA	Post-Signal	7
416	Denham Springs, LA	News	11
417	**Deridder, LA**	**Beauregard***	14
418	Donaldsonville, LA	Chief	3
419	**Hammond, LA**	**Star***	13
420	Jennings, LA	News	6
421	La Place, LA	L'Observateur	5
422	Morgan City, LA	Review	6
423	**Natchitoches, LA**	**Times***	7
424	Opelousas, LA	World	14
425	**Ruston, LA**	**Leader***	6
426	**Thibodaux, LA**	**Comet***	12
427	Alamogordo, NM	News	9
428	Carlsbad, NM	Current-Argus	9
429	Clovis, NM	News-Journal	11
430	Gallup, NM	Independent	15
431	Hobbs, NM	News-Sun	11
432	Los Alamos, NM	Monitor	5
433	Roswell, NM	Record	15
434	**Altus, OK**	**Times***	7
435	Ataka, OK	County Times	4
436	**Bartlesville, OK**	**Examiner-Enterprise***	15
437	Chickasha, OK	Star	6
438	Cushing, OK	Citizen	3
439	**Grove, OK**	**Sun***	7
440	**Henryetta, OK**	**Free Lance***	5
441	Hugo, OK	News	5
442	**Mc Alester, OK**	**News-Capital***	12
443	Miami, OK	News-Record	8
444	**Poteau, OK**	**News & Sun***	5
445	Sallisaw, OK	Sequoyah County Times	7
446	Watonga, OK	Republican	4
447	Alice, TX	Echo-News	6
448	**Athens, TX**	**Review***	7
449	Bay City, TX	Tribune	6
450	**Big Spring, TX**	**Herald***	8

Seq.#	Market	Newspaper	Circ.(000)
	SOUTHWEST *(continued)*		
451	**Brownwood, TX**	**Bulletin***	10
452	**Cleburne, TX**	**Times-Review***	9
453	**Copperas Cove, TX**	**Leader-Press***	3
454	Corsicana, TX	Sun	8
455	Del Rio, TX	News-Herald	6
456	**Denison, TX**	**Herald***	10
457	Denton, TX	Record-Chronicle	19
458	**Galveston, TX**	**News***	29
459	**Greenville, TX**	**Herald-Banner***	13
460	**Huntsville, TX**	**Item***	8
461	**Jacksonville, TX**	**Progress***	5
462	**Jasper, TX**	**News Boy***	6
463	**Kerrville, TX**	**Times***	11
464	**Marshall, TX**	**News Messenger***	10
465	Mexia, TX	News	3
466	**Mineola, TX**	**Monitor***	3
467	**Nacogdoches, TX**	**Sentinel***	12
468	**Orange, TX**	**Leader***	10
469	**Palestine, TX**	**Herald-Press***	10
470	**Paris, TX**	**News***	14
471	Plainview, TX	Herald	8
472	Port Lavaca, TX	Wave	5
473	**Sherman, TX**	**Democrat***	20
474	**Stephenville, TX**	**Empire-Tribune***	6
		SOUTHWEST TOTAL	721
	PACIFIC		
475	Casa Grande, AZ	Dispatch	10
476	Flagstaff, AZ	Arizona Sun	14
477	Kingman, AZ	Miner	8
478	Lake Havasu City, AZ	Today's News-Herald	9
479	Payson, AZ	Round Up	5
480	Prescott, AZ	Courier	19
481	Sierra Vista, AZ	Herald	11
482	Window Rock, AZ	Navajo Times	17
483	Crescent City, CA	Triplicate	6
484	El Centro, CA	Imperial Valley Press	18
485	Eureka, CA	Times-Standard	23
486	Grass Valley, CA	Union	15
487	Hanford, CA	Sentinel	13
488	Hollister, CA	Free Lance	4
489	Lakeport, CA	Lake County Record-Bee	8
490	Madera, CA	Tribune	9
491	Marysville, CA	Appeal-Democrat	22
492	Merced, CA	Sun-Star	21
493	Oroville, CA	Mercury-Register	7
494	Ukiah, CA	Journal	8
495	Yreka, CA	Siskiyou News	6
496	Blackfoot, ID	News	5
497	Burley, ID	South Idaho Press	5
498	Lewiston, ID	Tribune	28
499	Moscow-Pullman, ID	Daily News	7
500	Nampa, ID	Idaho Press Tribune	20
501	Carson City, NV	Nevada Appeal	13
502	Albany, OR	Democrat-Herald	21
503	Bend, OR	Bulletin	28
504	Coos Bay, OR	World	16
505	Grants Pass, OR	Courier	18
506	Hermiston, OR	Herald	4
507	Klamath Falls, OR	Herald & News	18
508	La Grande, OR	Observer	8
509	Ontario, OR	Argus Observer	9
510	Pendleton, OR	East Oregonian	13
511	Redmond, OR	Spokesman	5
512	Logan, UT	Herald Journal	16
513	St. George, UT	Spectrum	21
514	Longview, WA	News	25
515	Moses Lake, WA	Columbia Basin Herald	10
516	Mount Vernon, WA	Skagit Valley Herald	21
517	Port Angeles, WA	Peninsula News	17
		PACIFIC TOTAL	581

TOTAL SUPERCENTER CIRCULATION 1,016,000

TOTAL CIRCULATION ~~5,706,000~~ 5,693,000

Effective September 1, 1996

COMMENTS:

*ALL HIGHLIGHTED MARKETS COVER WAL-MART SUPERCENTER LOCATIONS.

*ALL HIGHLIGHTED SUPERCENTER MARKETS MUST BE PURCHASED IN THEIR ENTIRETY.

*PLEASE ALLOW FOR A $5000 PRODUCTION FEE WHEN PURCHASING THE SUPERCENTER LIST.

VALASSIS COMMUNICATIONS, INC.

Westwood Office Park
36111 Schoolcraft Road
Livonia, Michigan 48150
(313) 591-3000
1-800-437-0479

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Source: https://www.industrydocuments.ucsf.edu/docs/gmfy0004

Production Specifications

PRODUCTION GUIDELINES

Coupon/Tear-out Location and Size

- The location and size of the tear-out includes not only the coupon, but the entire "cut-out" area in your ad (e.g., recipes, mail-in offers, etc.). You must determine the size of your tear-out when the ad space is sold.

- Please confirm the location and size of your tear-out by reviewing your contract or calling your Valassis Account Manager or Promotion Coordinator in the Customer Service Department before preparing your ad materials.

ART VS. FILM MATERIALS

When you supply artwork versus film for a Valassis ad, you can take advantage of:

- Higher quality reproduction (separations are specifically prepared for our press conditions).

- Flexibility to change your creative (quick turnarounds for last-minute changes and pick-ups).

- Free sell sheets (a minimum quantity of 500).

CONVENTIONAL ARTWORK SPECIFICATIONS

- Provide a camera-ready keyline for each version and/or coupon position.

- Provide tissue overlay with color breaks indicated.

- Transparencies are **preferred**. They should be photographed to publication standards and be color corrected.

- C-prints, dye transfers, and "wash" art are acceptable.

- When mounting reflective art, tape it onto a hard board to allow for easy removal when scanning.

MACINTOSH ELECTRONIC IMAGING

- Valassis will also accept computer-ready electronic files using MacIntosh hardware. Our desktop publishing system accepts a variety of software packages. Please call your Promotion Coordinator to verify compatibility of your software package with our Corporate Quality Center.

- Please provide us with the following when supplying electronic imaging on disk:

1. Software Name and Version
2. Disk Name
3. File Format
4. Number of Files
5. Name of Each File
6. Disk Compression and Ratio
7. Font Folder
  - Supply printer and screen fonts for each file

8. Proofs

Provide one of the following to show color breaks, graphics, and position of color low resolution images:
  - Black and white laser print copy of file with color breaks
  - 4/C thermal proof

9. Transparencies or Reflective Art

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Source: https://www.industrydocuments.ucsf.edu/docs/gmfy0004

Production Specifications

FILM & SEPARATIONS SPECIFICATIONS

- Provide one set of 4/C negatives for each coupon position and/or 4/C version.
- Provide one additional composite black for each black version (a complete set of 4/C film is not necessary).

  Note: Flexible coupon locations on one set of 4/C negatives will incur extra production charges.
- Label all materials with ad name and insert date.
- 133 line, round dot halftone screens are **strongly recommended for quality print reproduction.**
- Negatives must be submitted as right reading when emulsion side is down.
- Register marks should be centered vertically and horizontally ½" outside live image area of ad.
- Trim marks should be at corners ½" outside live image area of ad.
- Use any stable base film of .004" thickness which produces a hard dot image.
- Separations with 50% GCR (gray component replacement) are recommended. A flat shadow curve is required in the black separation with a maximum printing density of 70%. UCA (undercolor addition) should not exceed 280%.
- If not incorporating GCR, UCR (undercolor removal) in neutral blacks with a maximum density of 280% is **strongly recommended.**
- Allow for a 25% on press dot gain with your separations.
- To ensure clean trapping on press:
  1. **Reflex Blues:** Maximum magenta of 65%. Add 10-15% black for weight.
  2. **Browns:** Color break using black in place of blue when possible, or reduce cyan and black at least 10% each.
  3. **3/C Solids:** Minimum solid densities in yellow, magenta, and cyan processes.
- All materials should be viewed/compared under illumination having a correlated color temperature of 5000° Kelvin (C.R.I. 90-100).
- Client-supplied **film is stored in a secure location for one year.** After this time, it is destroyed.

FINE AND REVERSE LETTERING

- Fine color type should be composed of no more than one process color.
- Reverse (knock-out) type should be restricted to a one-color background. If multiple color backgrounds are used, the dominant color will hold shape; secondary colors should be spread back. Minimum point size on reverse type should be 9 point.

COLOR PROOF SPECIFICATIONS

- One Matchprint or Cromalin Proof must accompany each set of 4/C negatives.
- A Dylux or white print must be supplied for each additional black negative.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmfy0004

Production Specifications

- Proofs should be made on a **publication base with matte finish.**
- Recommended color sequence: (1) Yellow (2) Magenta (3) Cyan (4) Black
- Use Matchprint SWOP publication colors.
- 3M Matchprint, GATF or System Brunner color bars must appear on all Matchprints.

ADDITIONAL COUPON CODES/VERSIONS

- When changing codes within your promotion, it is not necessary to supply us with additional negatives or typesetting. Typesetting will be provided as part of the process of changing your code. Simply send a list of codes, along with their market assignments, to your Promotion Coordinator.
- Supply version and code information along with ad materials. This information can be sent earlier.
- Follow Universal Product Code or Nielson Code guidelines for bar code positioning. Bar codes should be 100% magnification with black bars/numbers on a white background.

SHIPPING GUIDELINES

- Place all material between cardboard.
- Label materials with ad name, insert date and the words "C&D County Program." Materials must be labeled.
- Overnight courier is recommended.
- Send all film/artwork to:

VALASSIS COMMUNICATIONS, INC.
36111 Schoolcraft Road
Livonia, MI 48150

Attn: Customer Service Department
C&D County Program

QUESTIONS?

For more information about your C&D County FSI materials, call your Valassis Promotion Coordinator at 1-800-437-0479.

VALASSIS
C&D
COUNTY FSI

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Source: https://www.industrydocuments.ucsf.edu/docs/gmfy0004

Valassis C&D County FSI Space Options

Super Page Configurations *

Super Page
7-¼" x 10-½"

Super Page with Tab
8-¼" x 10-½"
(Tab ⅜")

Bleed Spread
(Two Separate Facing Super Pages
with Bleed in Gutter)
7-¾" x 10-½" - 7-¼" x 10-½"

1/2 Super Page
7-¼" x 5-⅛"

Perfect Spread
15-⅛" x 10-½"

Perfect Spread with Tab
16-⅛" x 10-½"
(Tab ⅜")

* Dimensions indicate live image area -- publication does not bleed.

VALASSIS
C&D
COUNTY FSI

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Source: https://www.industrydocuments.ucsf.edu/docs/gmfy0004